

# River Valley Buyer's Guide & Home News

## Common Small Ad Sizes and Prices

2 column  
by 2 inch

Open Rate \$35.84 for one week

\$31.36 per week for more than one week

\$28.28 Civic & Charitable Rate

1 column  
by 2 inch

Open Rate \$17.92 for  
one week

\$15.68 per week for  
more than one week

\$14.14 Civic &  
Charitable Rate

2 column  
by 3 inch

Open Rate \$53.76 for one week

\$47.04 per week for more than one week

\$42.42 Civic & Charitable Rate

1 column  
by 3 inch

Open Rate \$26.88  
for one week

\$23.52 per week for  
more than one week

\$21.21 Civic &  
Charitable Rate